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FAX COVER SHEET <u>PLEASE CONFIRM RECEIPT OF THIS FACSIMILE</u> DIRECTV Attention: MAIL STOP AMENDMENT Fax: (571) 273-8300 Group Art Unit: 2167 Examiner: LEWS, Cheryl Renea UNITED STATES PATENT AND TRADEMARK OFFICE Phone: (571) 272-7882 Pages: Cover + 1 + 10 = 12Date: January 23, 2007 From: Georgann S. Grunebach Fax: (310) 964-0941 Assistant General Counsel Phone: (310) 964-4615

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Georgann S. Grunebach, Reg. No. 33,179 (Printed Name of Person Signing Certificate) January 23, 2007 (Date of Signature)

Telephone No. (310) 964-4615 (Print

Attention: Commissioner for Patents

Attorney Docket No. PD-202096

Please find attached Re:

Serial No.: 10/790,465

Filing Date: March 1, 2004

TRANSMITTAL FORM PTO/SB/21 (1 page)

➤ RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT DATED JANUARY 17, 2007 (10 pages)

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Ø 002/012

PTO/SB/21 (08-08)

JAN 23 2007

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		Application Number 10/780,4				
TRANSMITTAL		Filing Date	March 1,	March 1, 2004		
FORM		First Named Inventor	Stephen	Stephen P. Dulac		
		Art Unit	2167	2167		
(to be used for all correspondence after initial filing)		Examiner Name	LEWIS, C	LEWIS, Cheryl Renea		
Total Number of Pages in This Submission 11		Attorney Docket Number	PD-2020	PD-202086		
ENCLOSURES (Check all that apply)						
Fee Transmittal Form Fee Attached Amendment/Reply		Drawing(s) Licensing-related Papers Petition			Appe of Ap	Allowance Communication to TC al Communication to Board peals and Interferences al Communication to TC at Notice, Brief, Reply Brief;
After Final Affidavits/declarati Extension of Time Reques Express Abandonment Re Information Disclosure Sta Certified Copy of Priority	on(s) F	Petition to Convert to a Provisional Application Power of Attorney, Revocat Change of Correspondence rerminal Disclaimer Request for Refund CD, Number of CD(s) Landscape Table on Cks	Address		Propr Statu	ietary Information s Letter Enclosure(s) (please identify
Reply to Missing Parts/ Incomplete Application Reply to Missing P Reply to Missing P under 37 CFR 1.52	? or 1.53	F APPLICANT, ATTO	ORNEY, O	OR AGE	ENT	
Firm Name The Director Group, And A						
Signature / / //						
Printed name						
Georgann S. Grunebach						
January 21, 200) 7		Reg. No.	33,179		
CERTIFICATE OF TRANSMISSION/MAILING						
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Palents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:						
Sgall						
Typed or printed name Georges h S. Grunsbach Date						January 23, 2007

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PATENT

Customer No. 020991

Due Date: February 17, 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Stephen P. Dulac

Examiner:

Cheryl Renea Lewis

Serial No.:

10/790,465

Group Art Unit:

2167

Filed:

March 1, 2004

Docket:

PD-202096

Title:

COLLECTION AND CORRELATION OVER TIME OF PRIVATE VIEWING

USAGE DATA

CERTIFICATE OF MAILING OR TRANSMISSION UNDER 37 CFR 1.8

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Name: Georgian S. Grunebach, Reg. No. 33,179

AMENDMENT UNDER 37 C.F.R. 61.111

MAIL STOP AMENDMENT Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir.

In response to the Notice of Non-Compliant Amendment dated January 17, 2007 and subsequent Office Action dated August 10, 2006, please amend the above-identified application as follows.